

Golden Spike Tower Board Meeting

Friday, January 28th, 2022

8:00am @ GST & via Zoom

1. Called meeting to order by President Malmkar
2. Attendance: Katie Franzen, Anna Stacy, Dick Foran, Mike Steele, Tim Malmkar, Brad Garrick, Cody O'Dell, Matt Kibbon, Todd Hlavaty. Staff in attendance: Kirsten Parker, Jane Kuchta
3. Approval of minutes: 1st by Todd, 2nd by Dick. Motion passed.
4. Presidential Comments
 - Excited to see what this year will bring!
5. Committee Reports
 - a. Property & Growth
 - No January meeting.
 - Doing OK on the lighting situation.
 - Tim will follow up with Kurt, who has not submitted his bid yet for the construction for the front desk area we were hoping to work on in March.
 - b. Marketing
 - No January meeting.
 - February promotion is the Love My Tower campaign in which folks can show their local ID and get free admission to the Tower.
 - c. Education
 - During Q1 and Q2 we will re-evaluate our displays. One goal is to re-create the faded photo on 8th.
 - d. Operations/Finance
 - Bigger than normal POS adjustment due to having inventory twice in 2021 – on 1/1 and on 12/31.
 - Still considering bids for credit card vendors. Katie advised we may need to go with a bigger, national bank.
 - All-in-One and Rail Days presentations moved to next week.
 - Kudos on the merchandise sales number for 2021. Goal for 2022 is to work on COGS – improving our margins.
 - Amping up direct marketing for the gift store. In December we had about \$1500 in “bounce back coupons” which were handed out at our Trick or Treat event and the holiday drive-thru at the museum. Will continue to budget for these.
 - No word on audit from the state. Kirsten will e-mail them for an update.
 - One extra payroll for 2021 was on 12/31.
 - Conflict of interest statements will be done in February.
 - Occupancy tax proceeds: Motion by Mike to transfer \$40,157.57 back into Reserves. Second by Todd. Motion passed. Was put into the by-laws that proceeds exceeding \$500,000 are to go towards our debt obligation.

- Monthly bookkeeping contract – Skiles, Loop, Bremer, and White want to raise their rate from \$350/month to \$400/month. They do payroll, taxes, and reconciliation for us and helped us with PPE during the pandemic without charging extra. Perhaps we should invite them to a Board meeting once/year before budgeting begins. Motion by Todd for Kirsten to go back to Skiles to negotiate the rate increase, second by Mike. Motion passed.
 - Grants: Nebraska Tourism 2021 will be turned after everything is complete in February. Humanities Nebraska – we received \$14,000 for impact study/payroll. The impact study will likely use \$10,000-\$12,000 and we will use 2019 as our base level. Plan to survey guests to discover: 1) Are you coming to the community specifically for GST or just passing through? 2) Are you staying overnight? 3) Are you dining or shopping here? Another proposed question: What else would you like to see? Should hear back in February on the new Nebraska Tourism marketing grant.
 - We were declined for the upcoming Nebraska Passport.
6. UP
- Kirsten reported that Jeremy, GM of the service unit, was called back to Omaha before Christmas and John Hall, who used to be on our Board, is the new GM. He is living in Denver, not North Platte but will travel here frequently.
7. CVB
- No report
8. Exec Director Report
- Staff has a list of projects to complete during our slower times in Q1 and Q2.
 - ABA in Dallas went well. Appears the motorcoach industry will be slow in coming back though we got a couple bookings for 2023. Nebraska Tourism is putting a lot of effort and dollars into the motorcoach industry.
 - Denver Stock Show: Nebraska Tourism folks work the booth and get some reimbursement.
 - The Denver Marketplace is closed but Kirsten was able to check out the Dallas Marketplace. It would be OK for us, but the ones in TN or Las Vegas appear to be more souvenir-driven.
 - Will add information on where our guests are coming from to the monthly Board report.
9. Meeting adjourned at 9:03am.